

## ***Marketing Research 2nd Edition***

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### **Marketing Research 2nd Edition**

Marketing research is "the process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required ...

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### **Marketing communications - Wikipedia**

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Alison Cullingford is Special Collections Librarian at the University of Bradford, where she is responsible for over 100 collections of modern archives and rare books. The service was the first English university to achieve Archive Accreditation. She also managed the Unique and Distinctive Collections project for Research Libraries UK.

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